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https://news.yahoo.com › newsletters › the-yodel

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Wikipedia
https://en.wikipedia.org › wiki › Wylie_Gustafson

Wylie Gustafson

Wylie is renowned for his creation of the ubiquitous **Yahoo! yodel** used in the tech company's worldwide advertising campaign.

Twenty Thousand Hertz
https://www.20k.org › episodes › yahoo

Yahoo! The Yodel Heard Around the World

Aug 27, 2025 — In this episode, we follow the **Yahoo Yodel** on its unlikely journey from the snowy Swiss Alps to '90s country bars to Super Bowl ads.

AI Overview

The Yahoo Yodel is the famous three-note audio logo created and voiced by country musician Wylie Gustafson in 1996. It became one of the most recognizable sonic branding elements of the early internet.

History and Origin

- **Creation:** Recorded in 1996 by Wylie Gustafson (frontman of *Wylie & The Wild West*), initially for a regional commercial.
- **Payment:** Gustafson was originally paid roughly $590 for the recording.
- **The Lawsuit:** After hearing his voice used globally in Super Bowl ads and major campaigns, Gustafson sued Yahoo for copyright infringement in 2002; the two sides settled out of court for an undisclosed sum.

Legacy and Uses

- **Global Recognition:** Played at the end of television commercials, preloaded into promotional merchandise, and used as startup sounds.
- **Sound Trademark:** Helped pave the way for audio branding to be legally registered as trademarks internationally.
- **The Yodel Newsletter:** Yahoo continues to use the name for media products, such as its morning news briefing email, The Yodel.

Watch Wylie Gustafson perform the iconic vocal mark in person:

Wylie Gustafson's Yahoo! yodel
75K views · 18 years ago
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Wikipedia

Wylie Gustafson - Wikipedia

Wylie Galt Gustafson (born June 7, 1961) is an American…

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The Yodel - Yahoo Latest News

The Yodel is a 4-minute read on topics such as: * **Iran…

Aug
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Soundeffects Wiki
https://soundeffects.fandom.com › wiki › Yahoo!_Yodel

Yahoo! Yodel - Soundeffects Wiki - Fandom

This is the jingle for the company "**Yahoo!**" created and voiced by Wylie Gustafson. It debuted in 1995. a Fandom Movies Community.

Videos

0:04

Yahoo! Yodel

YouTube · MrAlanMarz
Sep 5, 2009

0:06

Yahoo! Jingle (Yodel)

YouTube · Lucio Agrillo
Feb 5, 2013

0:28

Kyle Cooke Does the Yahoo Yodel

YouTube · Yahoo
2 weeks ago

0:06

YAHOO! Yodel (Sound Effect)

YouTube · F.I.R. Pictures
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The yodeler who sued Yahoo - The Hustle

It made appearances he sued **Yahoo** for copyright infringement. Larry Russ, Gustafson filed a copyright on his **yodel**

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